

the drinks business

awards
2021

**Special Award - The Sparflex
Award for Best English Sparkling
Wine Packaging**



IT'S EASY TO ENTER.

STEP ONE

Complete the entry form on pages 5 & 6 or online at
www.thedrinksbusiness.com/dbawards

/

STEP TWO

Once you are registered, we will send you a URL to upload your awards pitch and any support material online.

To discuss sponsorship opportunities please call
+44 (0)20 7803 2427 or email
awards@thedrinksbusiness.com

DEADLINE

Your entry and any support material must be with us by: **15th October 2021**

AWARDS CEREMONY

TBA.

PERMISSION

It is your responsibility, if applicable, to get the permission of your client.

PAYMENT

Entry for all award categories is £179 + VAT per entry.

TERMS AND CONDITIONS

We cannot guarantee the return of any materials supplied for judging. The judges' decision is final. The closing date for entries is **15th October 2021**. Once a body of work has been submitted into an award category it will not be considered for subsequent years (with the exception of new work commenced on existing projects/products). It may, however, be considered for a different category.

All material submitted is treated in the strictest confidence. Photocopied entry forms will be accepted. Judges are not permitted to judge entries from their own or associated businesses.

CATEGORIES

PERSONALITY AWARDS

Man of the Year

Are you the Man of the Year? Has your contribution to our industry over the last year set you apart from the rest? Judges will be looking for unparalleled leadership, business acumen, and/or major deal broking success. This award may also recognise outstanding contribution to the industry as a whole.

Woman of the Year

Do you make Oprah Winfrey look like an underachiever and a bit of a slouch? If so, you could be db Woman of the Year. Judges will expect proven innovation and leadership within your field. This award may also recognise outstanding contribution to the industry as a whole.

Young Achiever of the Year

Are you on a meteoric rise to the top of your game? You must be under 35 and have delivered beyond what is humanly possible this year. If so, then you could be the db Young Achiever of the Year.

Retail Buyer of the Year

This award goes to the Retail Buyer who has done the most in the last 12 months to push the boundaries in wine (or spirits) retailing, promoted quality throughout the range and innovated within the category or area of buying for which they are responsible. Whether leading a team or in charge of a specific area, from the multiple or the independent sector, this buyer will be respected for their negotiation skills, integrity and ability to spot quality and value.

Retail Buying Team of the Year

For the UK retail buying team that has put their wine and spirit range on the map by striving for quality in their offer while meeting consumer needs across the range. The judges will be looking for innovation within the range and the team's commitment to green issues when it comes to sourcing and supply.



MARKETING AWARDS

Best Trade Campaign (Wine, Spirits & Beer)

In-house or agency, you will have wowed the client with your creativity, innovation and execution and all within budget. Your advertising has dazzled, your PR has hit the spot, your events have inspired and your online marketing demonstrated resourcefulness and originality.

Best Consumer Campaign (Wine, Spirits & Beer)

Have you created the most eye-catching campaign of the year? Or have you had consumers fighting in the aisles for your campaign's brands and inspired unprecedented customer brand loyalty with a super strategy and tangible results? Then you are a candidate for Best Consumer Campaign.

Best Design & Packaging (Wine, Spirits & Beer)

Will your product design be remembered as an icon of the 21st century? The judges will be looking for innovation in artwork and packaging. You will have met and surpassed the brief and will have done it all within budget.

Best Launch (Wine, Spirits & Beer)

This award recognises both launches and re-launches. Judges expect distinction in PR, advertising, consumer research, revised design and packaging, as well as improved supply chain management and increased store listings.

Best Contribution to Wine and Spirits Tourism

As global interest in wine and spirits continues to grow there is a demand from consumers to combine their interest in wines and spirits with their holidays. This award recognises an outstanding achievement in creating a unique and compelling experience for customers wishing to encounter their favourite wines and spirits on their home terroir.

Best Social Media Campaign

Social Media is an essential part of virtually every successful marketing campaign and its importance shows no sign of diminishing. As a result, the drinks business has introduced a new category purely for marketing campaigns based on social media. Your entry can be based on a campaign that was solely built around social media activity, or you can highlight how social media formed a crucial part of a larger marketing campaign that used a range of promotional techniques. To succeed in this category please use figures to clearly illustrate the achievements of this campaign. Ideally, the entry should include a summary of the aims, the timeline, the costs, and, most importantly, the results, all expressed succinctly in an initial awards pitch.

Best Drinks Event

Trade and consumer events are an essential part of the drinks sector and, as a result, the drinks business has introduced a new category purely for events. This new category is designed to encompass a range of events, from annual tastings by companies or generics, to exhibitions, masterclasses or seminars.

To succeed in this category please clearly illustrate what made your event successful. This should include an explanation of the initial concept, how it was planned and promoted, what it set out to achieve before clearly stating the results. To help us ascertain the level of success, please include visitor numbers, attendee feedback and revenues generated. Ideally, the entry should include a summary of the aims, the timeline, the costs, and, most importantly, the results, all expressed succinctly in an initial awards pitch.

BUSINESS AWARDS

Best Drinks Company of the Year (Wine, Spirits & Beer)

This is the big one, coveted by one and all. Under scrutiny: your business development and diversification, sales/profit growth, employee management, new product development, market penetration, brand development and corporate responsibility... line up brand owners, agents and producers, it could be you!

Best Logistics Company

For those who think logistics is all about long-distance lorry drivers, bacon sarnies and bonded warehouses who won't take your stock because it hasn't got the correct AAD, think again! Judges will be looking for excellence in service for customers (trade or consumer). This may include direct mail, internet or traditional on-trade and off-trade premises; recognising reliability, flexibility, competitiveness and the ability to meet customers' needs effectively.

Best PR Company (Wine, Spirits & Beer)

Going to the public relations company whose work across the board or on a specific project pushed their clients product or image to the fore. This

winning company will not only demonstrate its commitment to gaining coverage but will display new and challenging ways in which it has caught the attention of the trade or the consumer press.

Retail Award (Wine, Spirits & Beer)

The winner of this award will have no equal and will define excellence in drinks retailing in 2012. You will have achieved significant sales growth in the UK or overseas and will have an impressive display of value and range for your customers.

The LCB Independent Retailer of the Year

This award recognises the best of those brave few who have gone it alone! Judges will be looking for tangible evidence of impeccable personal service and in-store innovation. The winner may represent one store or be part of a group.

The Bevica Award for On-trade Supplier of the Year

Judges will take into account the recommendation and opinion of customers and look for evidence in high standards of service, including 24 hour delivery, flexibility and adaptability to the strains of the modern day restaurant and hotel business. They will also award on-trade suppliers on the quality of their range and pricing, plus attention to environmental issues in a high carbon impact business model.

Best Online Retailer

Do you know how to make the most of the world wide web? We're looking for an online drinks operator who has a brilliant range, appealing site design, novel selling techniques and a loyal customer base. Judges will be looking for proof of profitable performance over the last 12 months and evidence of a growing database of repeat users.

Travel Retail Operator

As a growing source of luxury drinks sales, it is important the travel retail channel has the right vibe to attract the shopper, be they business men on the move or newly weds on honeymoon. This award will go to an outlet with impeccable merchandising, and an impressive range, as well as sales

support that is second to none. The judges will require evidence of sales performance over the last 12 months and any new investments in store fittings and staff. Information to show the impact of novel selling techniques and exclusive product launches will boost the chances of gaining this accolade.

Best Supply Chain Initiative

Rewarding the most effective, groundbreaking new development over the last year within any aspect of the drinks industry global supply chain.

Fine Wine Retailer of the Year

This award recognises retailers who specialise in selling wines priced at £20+, both in-store and online."

The Sparflex Award for Best English Sparkling Wine Packaging

This award will celebrate excellence and innovation in English sparkling wine packaging. In association with the world's leading producer of wirehoods for sparkling wine, Sparflex.



ENTRY FORM

PLEASE INDICATE WHICH CATEGORIES YOU ARE ENTERING

- | | |
|---|--|
| <input type="checkbox"/> Man of the Year | <input type="checkbox"/> Retail Award (Wine, Spirits & Beer) |
| <input type="checkbox"/> Woman of the Year | <input type="checkbox"/> Independent Retailer of the Year |
| <input type="checkbox"/> Young Achiever of the Year | <input type="checkbox"/> Best PR Company (Wine, Spirits & Beer) |
| <input type="checkbox"/> Retail Buyer of the Year | <input type="checkbox"/> Drinks Company of the Year (Wine, Spirits & Beer) |
| <input type="checkbox"/> Retail Buying Team of the Year | <input type="checkbox"/> On-Trade Supplier of the Year |
| <input type="checkbox"/> Best Trade Campaign (Wine, Spirits & Beer) | <input type="checkbox"/> Best Online Retailer |
| <input type="checkbox"/> Best Consumer Campaign (Wine, Spirits & Beer) | <input type="checkbox"/> Best Travel Retail Operator |
| <input type="checkbox"/> Best Design & Packaging (Wine, Spirits & Beer) | <input type="checkbox"/> Best Social Media Campaign |
| <input type="checkbox"/> Best Launch (Wine, Spirits & Beer) | <input type="checkbox"/> Best Drinks Event |
| <input type="checkbox"/> Best Contribution to Wine and Spirits Tourism | <input type="checkbox"/> Best Supply Chain Initiative |
| <input type="checkbox"/> Best Logistics Company | <input type="checkbox"/> Fine Wine Retailer of the Year |

YOUR DETAILS

Your name: _____

Your company: _____

Company address: _____

Postcode: _____

Country: _____

Tel: _____

Mobile: _____

Email: _____

Website: _____

CANDIDATE'S DETAILS (IF DIFFERENT)

Name: _____

Company name: _____

Company address: _____

Postcode: _____

Country: _____

Tel: _____

Mobile: _____

Email: _____

Website: _____

AWARDS PITCH (REQUIRED)

Please provide a statement of approximately 500 words for each entry which clearly states:

- What have you achieved in the last year? (past years for the Lifetime Achievement award)
- What makes you or your company stand out from others employing similar initiatives?
- What results or figures do you have to demonstrate the effectiveness of these initiatives?
- How do you plan to develop these initiatives or other aspects of your business in future?

SUPPORT MATERIAL (OPTIONAL)

In addition to the awards pitch, you may wish to provide documents that support your entries such as:

- | | |
|--|--|
| Awards and/pr qualification certificates | Mission statement |
| Artwork or photographs | Performance / sales charts |
| Company literature / reports | Personal CV or biography |
| Design / agency brief | Product samples |
| Financial / annual reports | Team member biographies |
| Media cuttings / coverage | Testimonials, endorsements or references |

ENTRY FEES

Total number entries submitted _____ @£179 _____
VAT @ 20% _____
Total _____ *

YOUR VAT No _____ *

*THE UK VAT RULES HAVE CHANGED. European companies with a valid VAT registration number do not have to pay UK VAT. Companies outside of Europe are not required to pay UK VAT and do not have to provide a VAT registration number.

Payment Details

1. Cheques payable to: Union Press Ltd should be sent to: Union Press Ltd, 4th Floor, Wigglesworth House, 69 Southwark Bridge Road, London SE1 9HH, UK

2. Credit card payment:

Please debit my Switch/Amex/VISA/Mastercard

Card number:

Expiry date: / 3 digit security code:

Credit card transactions will be taken in UK Sterling at the current exchange rate

3. BACS transfer information:

Bank Name: HSBC, 73 High Street Watford WD17 2DS, United Kingdom
Account Name: Union Press Ltd; Account Number: 32069385;
Sort Code: 40-45-27; IBAN: GB02MIDL40452732069385
BIC: MIDLGB22

Please send receipt/invoice

Signature _____

Date _____

Once complete, please return this form to:

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69 Southwark Bridge Road, London SE1 9HH, UK
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Website: www.thedrinksbusiness.com/dbawards